

CANDIDATE REQUEST FOR POLITICAL BROADCAST INFORMATION OR TIME

Date of Request: octubre 18 _____, 2016 _____ Time of Request: 3:00pm _____

Candidate Name: _____ Jenniffer Gonzalez _____

Party: _____ PNP _____

Candidate for: _____ Resident Commissioner _____
(Office) (Location)

Candidate's Authorized Committee: _____ Todos Con Jenniffer Inc. _____

Treasurer of Candidate's Authorized Committee: _____ Carlos V. Perez _____

Address: _____ PO Box 367111 162 Ave. Ponce de Leon , San Juan PR 00901-2303 _____

Telephone: _____ (787) 504-4283 _____

Agency for Candidate (if any): _____ Paradigm Associates / John Raevis _____

Name of Person Requesting Information/Time: _____ Tita Ramirez / John Raevis _____

Information Requested: _____ See Attached _____

- Rates for _____ See attached _____
- Availabilities for _____ See attached _____
- Other: _____

THE FOLLOWING INFORMATION IS TO BE COMPLETED BY THE STATION:

Disposition of Request:

☒ X Accepted ☐ Rejected ☐ Accepted or Rejected in part (attach explanation)

Rate Charged for Spot: _____ See attached _____

Class of Time Purchased: _____ None Preemptable _____

Air Date and Time (attach a schedule of the advertising or program time provided, if necessary): _____

_____ See attached _____

Rebate Paid (if any): _____ N/A _____

Disclosure Statement Provided by Station: ☒ X ☐ Yes ☐ No ☐ Previously provided

BCRA Certificate (for Federal candidates only) Provided: ☒ X ☐ Yes ☐ No ☐ Previously provided

Other Information: _____ N/A _____

Inquiry Received By: _____ Luis Somoza _____

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Mailing Address PARADIGM ASSOC PO BOX 364248 SAN JUAN, PR 00920	Contract #	Rev #	Bill Cycle	Print Date	Entry Date
	95342	NEW	Calendar	10/18/2016	10/18/2016
	Advertiser COMITE JENNIFER GONZALEZ			Brand RESIDENT COMMIS	Network WAPA
	Contract Description RESIDENT COMMISSIONER			Dates 10/19/16 - 10/25/16	Revenue Type LZ13
	Estimate # 1016-020	Proposal #		Primary Salesperson Somoza, Luis	Buyer:

Line	M	TU	W	TH	F	SA	SU	Spots Week	Ordered Dates	Ordered Times	Spot Type	Spot Length	Total Spots	Spot Rate
A 1	1	1	1	1				3	10/20 - 10/25	05:30:00 a 09:28:59 a	POL	:30	3	\$275.00
				1				1	10/17 - 10/23	Prg: Noticentro Al Amanecer				
	1	1						2	10/24 - 10/30					
A 2		1		1				2	10/20 - 10/25	10:59:00 a 11:28:59 a	POL	:30	2	\$275.00
				1				1	10/17 - 10/23	Prg: Noticentro 11am				
	1							1	10/24 - 10/30					
A 3	1							1	10/24 - 10/24	11:29:00 a 01:02:59 p	POL	:30	1	\$300.00
										Prg: Pegate Al Mediodia				
A 4		1			1			2	10/21 - 10/25	04:00:00 p 04:58:59 p	POL	:30	2	\$350.00
					1			1	10/17 - 10/23	Prg: WAPA a las Cuatro				
	1							1	10/24 - 10/30					
A 5		1	1	1				3	10/19 - 10/25	04:59:00 p 05:54:59 p	POL	:30	3	\$900.00
			1	1				2	10/17 - 10/23	Prg: Noticentro 5pm L-V				
	1							1	10/24 - 10/30					
A 6	1		1		1			3	10/19 - 10/24	05:55:00 p 07:01:59 p	POL	:30	3	\$900.00
			1		1			2	10/17 - 10/23	Prg: Lo Se Todo				
	1							1	10/24 - 10/30					
A 7	1							1	10/24 - 10/24	07:02:00 p 09:03:59 p	POL	:30	1	\$900.00
										Prg: Tormenta de Pasiones				
A 8						1		1	10/22 - 10/22	05:00:00 p 05:59:59 p	POL	:30	1	\$700.00
										Prg: Noticentro 5pm Sabado				
A 9							1	1	10/23 - 10/23	05:00:00 p 05:59:59 p	POL	:30	1	\$700.00
										Prg: Noticentro 5pm Domingo				



PARADIGM ASSOCIATES
MARKETING • ADVERTISING
BRANDING • PUBLIC RELATIONS

450 De La Constitución Ave., Torre de China Bldg. A-1, San Juan, PR 00901
TEL. 787.782.2929
maricarmen@interadpr.com / apastor@paradigmpr.com / paradigmpmr.com

TV MEDIA CONTRACT

MEDIA: WAPA
CONTACT: Luis Somoza / 787-638-9191
CLIENT: Comité Jennifer González
PRODUCT: Jennifer González
CAMPAIGN: Comisaria Residencia - 2016
FLIGHT DATES: Oct 19-25
Contract #: 16-6-020
Date: 10/17/16

WAPA		Week beginning Wednesday																
		OCT 19	OCT 20	OCT 21	OCT 22	OCT 23	OCT 24	OCT 25										
		We	Th	Fr	Sa	Su	Mo	Tu										
HOUR	COMM. LENGTH	DAY															TOTALS	NET TOTALS
LUR Effective																		
EARLY MORNING																		
Noticentro Al Amanecer	30ss	M-F		1						1		1	3	\$275.00	\$825.00	\$701.25		
TOTAL EM			0	1	0	0	0	1	1	3					\$825.00	\$701.25		
DAYTIME																		
Noticentro 11am	30ss	M-F		1								1	2	\$275.00	\$550.00	\$467.50		
Pegate al Mediodia	30ss	M-F								1		1	1	\$300.00	\$300.00	\$255.00		
TOTAL DT			0	1	0	0	0	1	1	3					\$850.00	\$722.50		
EARLY FRINGE																		
Wapa a las 4	30ss	M-F			1							1	2	\$350.00	\$700.00	\$595.00		
TOTAL EF			0	0	1	0	0	0	1	2					\$700.00	\$595.00		
PRIME TIME																		
Noticentro 5pm	30ss	M-F	1	1								1	3	\$900.00	\$2,700.00	\$2,295.00		
Lo Sé Todo	30ss	M-F	1		1						1	3	\$900.00	\$2,700.00	\$2,295.00			
Novela Tormenta Pasiones 7-9p	30ss	Mo, We, Fr										1	1	\$900.00	\$900.00	\$765.00		
Noticentro Sab 5p	30ss	Sat											1	\$700.00	\$700.00	\$595.00		
Noticentro Dom 5p	30ss	Sun										1	1	\$700.00	\$700.00	\$595.00		
Decisión 2016	30ss	Sun										1	1	\$700.00	\$700.00	\$595.00		
TOTAL PT			2	1	1	1	2	2	1	10				\$840.00	\$8,400.00	\$7,140.00		
TOTAL WAPA			2	3	2	1	2	4	4	18					\$10,775.00	\$9,158.75		

Minus 2% Pre-Payment = \$8,975.58

Approved by Paradigm Associates

Maricarmen López

Date: 17-Oct-16

3091

10-16-020 Todos con Jenniffer, Inc-
Comisionada Residente 2016.

10/19/16

9,158.75

9,158.75

Paradigm Associates

10/18/16 Televicentro de Puerto Rico

\$9,158.75

 **PARADIGM ASSOCIATES**
MARKETING • ADVERTISING
BRANDING • PUBLIC RELATIONS
P.O. BOX 364248, SAN JUAN, PUERTO RICO 00936-4248

 **BANCO POPULAR**
Sucursal Condado Centro
Ave. Ashford 135B
San Juan, Puerto Rico 00907

101-0201
0215

3091

DATE

AMOUNT

Oct 18, 2016

*****\$9,158.75

MEMO: Insertion Order#10-16-020



PAY

TO THE
ORDER
OF

Nine Thousand One Hundred Fifty-Eight and 75/100 Dollars

MEMBER
FDIC

Televicentro de Puerto Rico
Televicentro de PR / WAPA-TV
PO Box 362050
San Juan, PR 00936-2050



AUTHORIZED SIGNATURE

⑈3091⑈ ⑆021502011⑆ 367⑈107997⑈⑈

FEDERAL CANDIDATE CERTIFICATION

In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:

I, Jennifer Gonzalez / Todo con Jennifer

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

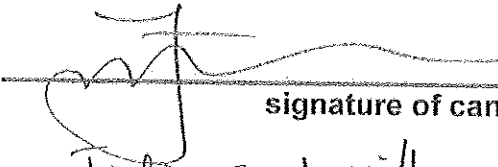
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


signature of candidate or authorized committee

Todo con Jennifer / Jennifer Gonzalez
Francisco J. Bonetenech

printed name

10/19/16
date

FEDERAL CANDIDATE CERTIFICATION FORM
(BCRA STATEMENT)

I, Jennifer Gonzalez/Todos con Jennifer, hereby certify that the programming to be broadcast on station _____ will comply with the requirements of the Bipartisan Campaign Finance Reform Act of 2002 (BCRA).

Specifically, I certify that the programming either:

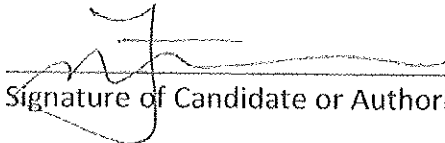
X does not refer to an opposing candidate;

or

X does refer to an opposing candidate but contains the mandatory disclosure statement:

X FOR RADIO: an audio statement voiced by the candidate that (1) identifies him or herself, (2) discloses the office being sought, and (3) states that the candidate has approved the broadcast

X FOR TELEVISION: a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.


Signature of Candidate or Authorized Committee

Jennifer Gonzalez/Todos con Jennifer
Printed Name of Candidate or Authorized Committee

Dated: 5/11/2016

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:WAPA TV - GUAYAMA PR**Date:**10/17/16I, Francisco J. Domenechbeing/on behalf of: Jenniffer Gonzalez / Todos con Jenniffera legally qualified candidate of the New Progressive Party (PNP)political party for the office of: Resident Commissionerin the General Electionelection to be held on: November 8, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<u>Please refer to attached Contract & Schedule</u>					

Attach proposed schedule with charges (if available):

[Signature]

I represent that the payment for the above described broadcast time has been furnished by:

Paradigm Associated

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Carlos V. Perez

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/14/16
Date

[Signature]
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title